## FIG. 1

```
                    ┌─────────────┐
                    │ ADVERTISING │ ~ 19
                    │   SERVER    │              ~ 10
                    │  PROCESS    │
                    └─────────────┘
                      23 ↑ ↓ 24
12 ~ ┌─────────────────┐      ┌──────────────────────┐ ~ 18
     │ AFFILIATE WEB SITE │    │ ADVERTISER'S WEB SITE │
     └─────────────────┘      └──────────────────────┘
                              26 ↘  ↗ 28
        ┌──────────────────────────────────────┐
        │            HTTP PROTOCOL             │ ~ 14
        └──────────────────────────────────────┘
         20 ↘ 22 ↓ ↓           ↗
            ┌──────────────────┐ ~ 16
            │  USER'S BROWSER   │
            └──────────────────┘
```

## FIG. 2

```
┌──────────────┐ ~ 52            ~ 50          ┌────────────────┐ ~ 59
│ DERIVE PROFILE │                              │ REPORT PROCESS │
│   PROCESS     │                              └────────────────┘
└──────────────┘                                      ↑
       ↕                                              │
              ┌────────────┐ ~ 54
              │  DATABASE   │
              └────────────┘
       ↙                          ↘
┌──────────────┐ ~ 56            ┌────────────────┐ ~ 58
│  AD SERVER   │                 │  MANAGEMENT    │
│  PROCESSES   │                 │   PROCESS      │
└──────────────┘                 └────────────────┘
```
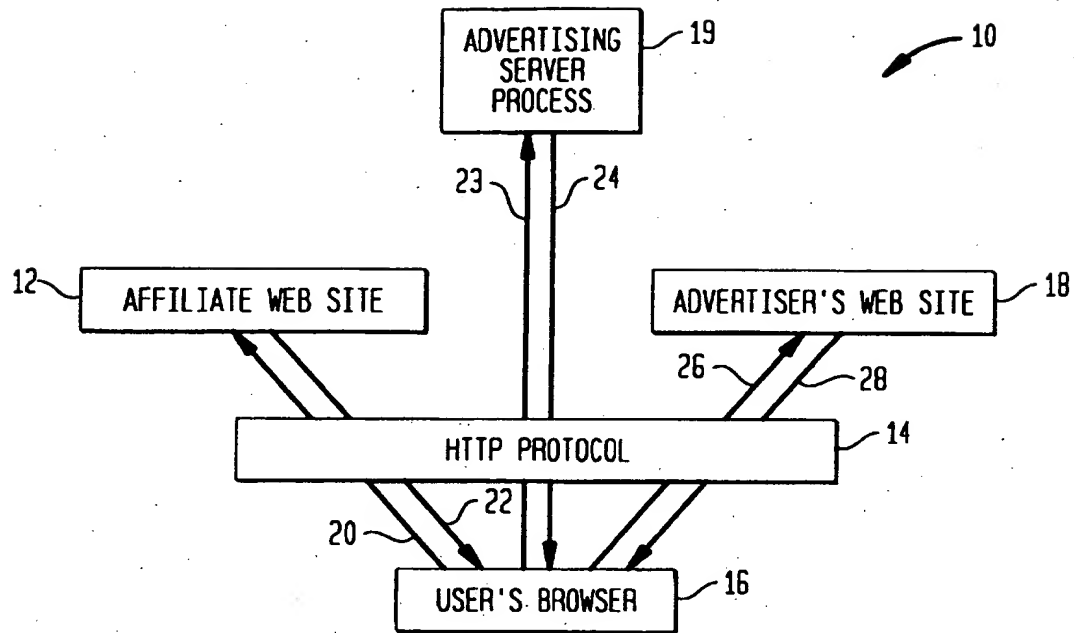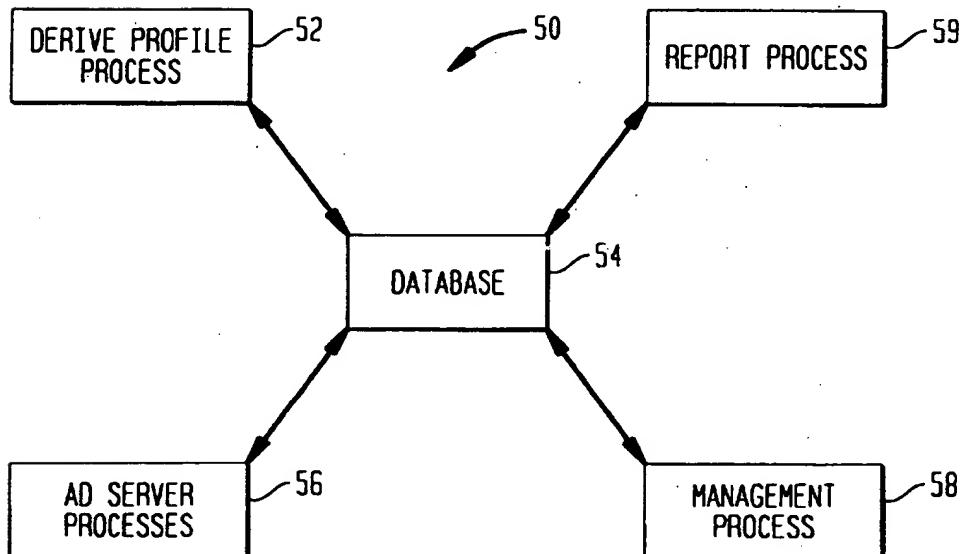
| USER ID | IP ADDRESS | DOMAIN TYPE | TIME ZONE | LOCATION | SIC | ADS SEEN | ADS CLICKED ON | PAGES ADS SEEN ON |
|---------|------------|-------------|-----------|----------|-----|----------|----------------|-------------------|

*FIG. 3A*

| AD ID | START DATE | END DATE | TOTAL VIEWED | SIC's | TARGET NO. | PRIOR CLICKED ON's | PAGES ADS SEEN ON |
|-------|------------|----------|--------------|-------|------------|--------------------|-------------------|

*FIG. 3B*

| DOMAIN NAME | NETWORK ADDRESS | SIC | GEOGRAPHIC LOCATION | TIME ZONE | NO. OF EMPLOYEES |
|-------------|-----------------|-----|---------------------|-----------|------------------|

*FIG. 3C*